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NEW CENTURY GROUP HONG KONG LIMITED

新世紀集團香港有限公司 *

(Incorporated in Bermuda with limited liability)

(Stock Code : 234)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the unaudited interim results of the Group for the six months ended 30 September 2011 are expected to record a loss as compared to a profit for the last corresponding period.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by New Century Group Hong Kong Limited (the “Company” together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on preliminary management accounts of the Group and information currently available to the Company, the unaudited interim results of the Group for the six months ended 30 September 2011 are expected to record a loss as compared to a profit for the last corresponding period. The expected loss was due to the recent downturn in the global financial markets and mainly attributable to (1) fair value losses on the marketable securities; (2) revaluation deficits of cruise ships; and (3) foreign exchange losses. As the Company is in the process of finalising the unaudited interim results of the Group for the six months ended 30 September 2011, the information contained in this announcement is only based on the preliminary management accounts of the Group and information currently available to the Company. The unaudited interim results of the Group for the six months ended 30 September 2011 are expected to be published by the end of November 2011.

* *For identification only*

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board

Wilson Ng
Chairman

Hong Kong, 4 November 2011

As at the date of this announcement, the Board comprises Mr. Wilson Ng (Chairman), Ms. Sio Ion Kuan (Deputy Chairman), Mr. Ng Wee Keat (Chief Executive Officer), Ms. Ng Siew Lang, Linda (Chief Operating Officer), Ms. Lilian Ng, Ms. Chen Ka Chee and Mr. Yu Wai Man as executive directors and Mr. Wong Kwok Tai, Mr. Kwan Kai Kin, Kenneth and Mr. Ho Yau Ming as independent non-executive directors.